

# WFSB-TV Fairfield 10/15-10/21

MARKET: Hartford/Now Haven  
TARGET DEMO: ADULTS 35+  
CLIENT: Friends of Chris Murphy

SCHEDULE DATES:  
# OF WEEKS or FLIGHTS IN SCHEDULE:  
REMARKS:

DATE: 26-Sep-12  
FILE: TVPW

STATION		DAY(S)	TIME PERIOD	D/P	PROGRAM	RATE	TAR CPP	RTG	# SPOTS	AVG CPP	TOT GRPs	TOT COST	TAR RATE	TOT TAR COST
WFSB	M-F	430-5A	M	News	20.00	20.00	-	1.8	5	\$11.11	9.0	\$100.00	-	-
WFSB	M-F	5-530A	M	News	20.00	20.00	-	2.9	5	\$8.90	14.5	\$100.00	-	-
WFSB	M-F	530-6A	M	News	30.00	30.00	-	4.8	5	\$6.52	23.0	\$150.00	-	-
WFSB	M-F	6-630	M	News	40.00	40.00	-	4.8	5	\$8.33	24.0	\$200.00	-	-
WFSB	M-F	630-7	M	News	50.00	50.00	-	5.6	5	\$8.99	28.0	\$250.00	-	-
WFSB	M-F	7-9A	E	Early Show	30.00	30.00	-	3.5	5	\$8.57	17.5	\$150.00	-	-
WFSB	SAT	6-7A	E	News	20.00	20.00	-	3.2	1	\$6.25	3.2	\$20.00	-	-
WFSB	SAT	7-9	E	News	35.00	35.00	-	3.6	1	\$9.72	3.6	\$35.00	-	-
WFSB	SUN	6-7	L	News	20.00	20.00	-	3.2	1	\$6.25	3.2	\$20.00	-	-
WFSB	SUN	7-9	M	News	35.00	35.00	-	3.5	1	\$10.00	3.5	\$35.00	-	-
WFSB	SUN	5-1030	M	CBS Sunday Morning	85.00	85.00	-	5.5	1	\$15.45	5.5	\$85.00	-	-
WFSB	SUN	1030-1130	M	Face the Nation	55.00	55.00	-	2.5	1	\$22.00	2.5	\$55.00	-	-
WFSB	M-F	9-10A	M	Regis and Kelly	30.00	30.00	-	2.9	5	\$10.34	14.5	\$150.00	-	-
WFSB	M-F	10-11A	M	Lois Make a Deal	20.00	20.00	-	2.5	5	\$8.00	12.5	\$100.00	-	-
WFSB	M-F	11-12P	M	Priced is Right	85.00	85.00	-	3.0	5	\$21.67	15.0	\$325.00	-	-
WFSB	M-F	12-1230	M	Noon News	50.00	50.00	-	4.2	5	\$11.90	21.0	\$250.00	-	-
WFSB	M-F	1230-2P	E	Soaps	40.00	40.00	-	2.8	5	\$15.38	13.0	\$200.00	-	-
WFSB	M-F	2-3P	M	The Talk	40.00	40.00	-	1.7	5	\$23.53	8.5	\$200.00	-	-
WFSB	M-F	3-4P	E	Better CT	40.00	40.00	-	1.8	5	\$22.22	9.0	\$200.00	-	-
WFSB	M-F	4-5P	E	Dr. Oz	65.00	65.00	-	1.2	5	\$54.17	6.0	\$325.00	-	-
WFSB	M-F	5-530P	L	News	65.00	65.00	-	6.8	5	\$9.59	34.0	\$325.00	-	-
WFSB	M-F	530-6P	-	News	65.00	65.00	-	7.2	5	\$9.03	36.0	\$325.00	-	-
WFSB	M-F	6-630	-	News	90.00	90.00	-	7.4	5	\$12.16	37.0	\$450.00	-	-
WFSB	SAT	6-830	-	News	35.00	35.00	-	3.1	-	\$11.29	0.0	\$0.00	-	-
WFSB	M-F	7-730P	-	Inside Edition	90.00	90.00	-	5.0	5	\$18.00	25.0	\$450.00	-	-
WFSB	M-F	730-8	-	Entertainment Tonight	90.00	90.00	-	4.4	5	\$20.45	22.0	\$450.00	-	-
WFSB	SAT	7-8	-	Entertainment Tonight	25.00	25.00	-	1.7	1	\$14.71	1.7	\$25.00	-	-
WFSB	M-F	1134P-1235	-	Lettorman	30.00	30.00	-	2.0	4	\$15.00	8.0	\$120.00	-	-
WFSB	M-SU	11-1135P	-	Late News	85.00	85.00	-	4.9	5	\$13.27	24.5	\$325.00	-	-
WFSB	SUN	7-8P	-	80 Minutes	-	-	-	9.5	-	-	-	-	-	-
WFSB	SUN	41SP	-	NFL	-	-	-	10.7	-	-	-	-	-	-
WFSB	SUN	1-4P	-	NFL	-	-	-	6.6	-	-	-	-	-	-
WFSB	Tues	9-10P	-	NCIS LA	-	-	-	14.0	-	-	-	-	-	-
WFSB	TH	9-10P	-	Person Of Interest	-	-	-	11.0	-	-	-	-	-	-
										\$12.75	425.2	\$5,420.00		\$0.00

REPORT PREPARED BY: Message and Media  
CONFIDENTIAL

**CONTRACT**

**WFSB Fairfield County**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**Message & Media Inc**  
**Attention: Leah Casterlin**  
**100 Albany Street, Suite 200B**  
**New Brunswick, NJ 08901**  
**USA**

<b>Contract / Revision</b> 498212 /		<b>Alt Order #</b>
<b>Product</b> October 15-October 21, 2012		
<b>Contract Dates</b> 10/15/12 - 10/21/12	<b>Estimate #</b>	
<b>Advertiser</b> Friends Of Chris Murphy		<b>Original Date / Revision</b> 10/24/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> GFSB	<b>Account Executive</b> House- National	<b>Sales Office</b> WFSB-Fairfield
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	GFSB	10/15/12	10/19/12	430A Eyewitness News	430-5a		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$20.00			
2	GFSB	10/15/12	10/19/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$20.00			
3	GFSB	10/15/12	10/19/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$30.00			
4	GFSB	10/15/12	10/19/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$40.00			
5	GFSB	10/15/12	10/19/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$50.00			
6	GFSB	10/15/12	10/19/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$30.00			
7	GFSB	10/20/12	10/20/12	SA Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$20.00			
8	GFSB	10/20/12	10/20/12	SA Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$35.00			
9	GFSB	10/21/12	10/21/12	SU Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$20.00			
10	GFSB	10/21/12	10/21/12	SU Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$35.00			
11	GFSB	10/21/12	10/21/12	CBS Sunday Morning	9AM-10:30Am		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB Fairfield County**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u>	<u>Alt Order #</u>
498212 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	October 15-October 21,	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends Of Chris Murphy	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$85.00			
12	GFSB	10/21/12	10/21/12	Su 10:30AM-11:30AM ROT	10:30AM-11:30AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$55.00			
13	GFSB	10/15/12	10/19/12	9AM-10AM	9AM-10AM		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$30.00			
14	GFSB	10/15/12	10/19/12	10AM-11AM	10AM-11AM		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$20.00			
15	GFSB	10/15/12	10/19/12	Price Is Right	11AM-12PM		:30			NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$65.00			
16	GFSB	10/15/12	10/19/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$50.00			
17	GFSB	10/15/12	10/19/12	CBS Daytime	1230-2p		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$40.00			
18	GFSB	10/15/12	10/19/12	CBS Daytime	2p-3p		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$40.00			
19	GFSB	10/15/12	10/19/12	M-F 3pm-4pm Syndication	2:58pm-4pm		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$40.00			
20	GFSB	10/15/12	10/19/12	4PM-5PM	4PM-5PM		:30			NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$65.00			
21	GFSB	10/15/12	10/19/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$65.00			
22	GFSB	10/15/12	10/19/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$65.00			
23	GFSB	10/15/12	10/19/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$90.00			
24	GFSB	10/15/12	10/19/12	7PM-7:30PM	7PM-7:30PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$90.00			
25	GFSB	10/15/12	10/19/12	7:30PM-8PM	7:30PM-8PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$90.00			
26	GFSB	10/20/12	10/20/12	7PM-8PM	7PM-8PM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$25.00			
N 27	GFSB	10/15/12	10/19/12	David Letterman	1135PM-1237AM		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$30.00			

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WFSB Fairfield County  
333 Capital Blvd  
Rocky Hill, CT 06067  
(860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
498212 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	October 15-October 21,	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends Of Chris Murphy	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1	GFSB	10/15/12-10/21/12		David Letterman	1135PM-1237AM	MTuWThF----	:30		\$30.00	NM		
	Credited											
28	GFSB	10/15/12	10/20/12	M-SU Eyewitness News @ 11	11PM-11:35PM		:30			NM	5	\$325.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 MTWTFS- 5 \$65.00												
<b>Totals</b>											111	\$5,420.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	111	\$5,420.00	\$4,607.00
<b>Totals</b>	111	\$5,420.00	\$4,607.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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